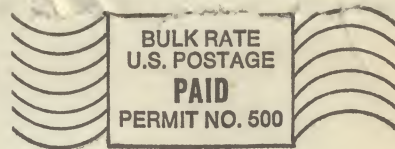


The point of the  
**FREE**  
pen enclosed...  
...is to show you the  
sharpest new idea in  
Christmas cards!




T NELSON  
BOX 1546  
POUGHKEEPSIE

NY 12603

Attention Christmas Card Buyer



1 CONTINENTAL AVENUE  FOREST HILLS, NEW YORK 11375

Dear Christmas-Card-Sender:

Here's a sample of an exciting new way for you to remember the many people you deal with throughout the year ... a unique way to send your personal good wishes during the Holiday Season.

Now there's no need for you to send just an ordinary Christmas card that will undoubtedly be forgotten right after it's opened.

Instead, this year send everyone on your list the fabulous PEN-'N-CARD, and let your gesture of good will mean something.

It will mean something special to your friends and associates, customers and suppliers, because they'll know you really thought about them ... thought enough of them to send not only a specially designed Currier & Ives card, but a handsome engraved cap pen they'll really be proud to own.

It will mean something special to you because they'll appreciate your holiday wishes not just for a moment or two, but every time they use the handsome pen you sent them.

Sounds expensive, doesn't it? Read on ... the best is yet to come.

Each card (and matching envelope) is yours for less than 20¢ ... or about what you'd pay for ordinary cards. And the pens? The pens are free. That's right, the pens are FREE! And in addition, you can have your own four line imprint on the barrel, still absolutely without cost.

Look at the enclosed sample again. Isn't it about time for you to add something new to the age-old custom of sending holiday greetings?

(Over, please)

Your sample pen is handy ... so why not use it on the enclosed post-paid order form? Just write in your name, address, and the imprint you want on your pens. I'll rush your cards and free pens to you in plenty of time for early, pre-Christmas addressing.

Sincerely,

*Dan Gilbert*

Sales Promotion

**P.S. EXTRA FREE GIFT.** If you'll help me beat our holiday rush ... if your order is received within 10 days, I'll return the favor and send you as a special bonus the Rocket Rainbow Pack -- an unusual collection of 12 fineline porous point pens in 12 brilliant colors. This is a \$2.98 value -- so why not send in your order now!



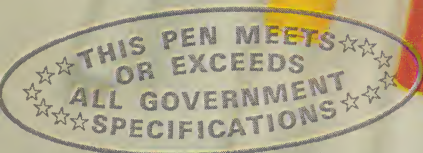
# YOURS free

if your order is received  
in 10 days

## 12 Color Rainbow Pack

### A THOUSAND AND ONE USES!

Use your 12 Color Rainbow Pack to  
address your greeting cards . . . to  
sign and decorate your presents . . .  
to sketch, to doodle in technicolor  
. . . to color-key budgets or projects  
or labels . . . to decorate place  
settings for holiday parties . . .  
to delight a child on your gift  
list. Your 12 Color Rain-  
bow Pack is versatile,  
useful and fun! You'll  
love it!



The General Services Administration buys  
this same style Pen for use in Federal  
Agencies throughout the U.S.A. because . . .

#### IT MEETS OR EXCEEDS ALL GOVERNMENT SPECIFICATIONS FOR:

- NIB STRENGTH • DRYING TIME • SHELF LIFE • ACCELERATED AGING
- WRITING CHARACTERISTICS • NON-TRANSFERABILITY
- WATER RESISTANCE • BODY & CAP TIGHTNESS • IMPACT RESISTANCE
- STARTABILITY • LIGHT FASTNESS

The government requires 2,500 feet of write-out. The Fineline Marker delivers 4,000 feet! Its exclusive Poro-tech point with new arrowhead construction insures that you will get every inch of write-out that the pen can give. The molded fluorocarbon nib will write the same smooth fineline at the end of the 4,000 feet as it did when the pen was new. It cannot split or fray, ever!



PORO-TECH POINT  
CONSTRUCTED  
TO STAY FINE!



FOR DOODLING,  
SKETCHING,  
MARKING & WRITING!





## *Your Permaline Pens feature:*

**\*ENGRAVED GILDED CAP** with vertical lines

**\*FOOL-PROOF RATCHET MECHANISM**, scientifically tested to be good for over 500,000 strokes

**\*MASSIVE METAL PLUNGER**, contoured for easy, jam-proof operation

**\*POLYPROPYLENE CARTRIDGE** containing bank-approved, hi-detergent inks good for almost one MILE of writing pleasure

**\*QUICK STARTING STAINLESS STEEL POINT** that writes smoothly, crisply, easily every time, without leaking, without skipping

**\*PRECISION BRASS SOCKET** engineered to a tolerance of less than one-tenth of one thousandth of an inch

**\*VIRGIN BUTYRATE BARREL** with the elegant look and feel of the most expensive precision writing instruments

### **IMPORTANT NOTE:**

Your imprint will be *porcelainized* at no extra charge. Your special message will be heavily lacquered for clear and permanent visibility.

## **CURRIER AND IVES**

The most famous name in American lithography . . . a household word for the traditional American scene for over 100 years. This fine print, exclusively available through arrangements with the Bettmann Archive, is from an original 1861 Currier and Ives engraving entitled "Winter Scene".

Your good taste and thoughtfulness will be long remembered with this exquisite holiday greeting.

### **GUARANTEE**

If you are not completely satisfied—if our pens or cards fail to meet your expectations in any way whatsoever—simply return them within 10 days for full credit.